BE WEALTHY

FROM THE BE WEALTHY PODCAST

14 assets I've owned, ranked by what they paid me

In my twenties I had money and no plan, so I bought whatever my neighbors were buying. This is the whole list, worst at the bottom, scored on what each one actually paid me and how much of me it takes. The box tells you if it's a job, an asset of the rich, or something that makes you wealthy. Look at the top three. All of them need an operator, and all of them pay the most.

Brett Tanner

#	ASSET	WHAT IT PAID ME	BOX
1	**Operating businesses**	The highest returns on the list. My example: make a $100K laundromat worth $200K in 12 months, that's 100%	Job, then wealthy
2	**Resorts converted to apartments**	Our target is high double digits. Cash flow, value we create, depreciation, leverage, loan paydown	Wealthy
3	**Golf course**	A business on land. Apple Mountain is 285 acres, and we've already changed the economics	Wealthy
4	**Hard money lending**	17 to 19%. I pick the down payment, up to 40% if I don't love the deal	Wealthy
5	**Oil and gas royalties**	About 8 to 9% cash on what I paid, deposited every month, plus a 15% depletion allowance	Wealthy
6	**Triple-net commercial**	6 to 8 cap rate with the highest credit tenant I can get	Wealthy
7	**Notes**	Owner-occupied notes yield around 10 to 12% today. Pays monthly, but defaults and lapsed insurance need managing	Wealthy
8	**Stocks**	About 10% over 30 years. Mine pay no dividend, so it's an appreciation bet	Rich
9	**Flips**	My best ones run 100% annualized. The least passive thing on this list	Job
10	**Single-family rentals**	About 14% IRR on the ones I sold. About 4% on the equity in the ones I kept	Rich
11	**Whole life insurance**	Insurance, not an investment. I can borrow against mine at 5%	Protection
12	**Condo in a Marriott rental program**	About 5% a year, up over 50% in value. A lifestyle play	Lifestyle
13	**Gold**	Pays nothing. Down 14% three months after I bought it. Keep it small	Hedge
14	**Crypto**	Down 94% from the top and still there. No rent, no interest, no dividend	Speculation

Now score yours

Use a job to create cash, then use the cash to buy income. This sheet shows you where your money is sitting today and which dollar is working the least.

Job

Trading your time for money. Flips live here, and so does a business until it runs without you.

Rich

Assets you park cash in so they appreciate, like rentals and stocks. They're good for a while.

Wealthy

Income that shows up whether you do or not. Notes, royalties, net lease, a business with a team.

Asset I own	What it paid me last year (%)	Passive score 1 = pays me while I sleep 10 = I have to show up	Box job / rich / wealthy	Return on equity today (%)

1. Write down every asset you own and what it actually paid you last year.
2. Give each one a passive score. Be honest about how often you have to show up.
3. Put each one in a box: job, rich, or wealthy.
4. Circle the one with the lowest return on equity. That's the conversation you have to have with yourself. Am I OK leaving this equity here, or do I want something better?